

PRELIMINARY DESCRIPTION

ECO-TEC INTERNATIONAL FORUM 4

LOS ANGELES

THE ERGONOMIC CITY: THE ECOLOGY OF THE CITY AS A REGION & THE DESIGN OF THE DRIVER'S SEAT

Exploration of the new urban form as molded by the ergonomics of perceptions, taking as a case study the development of the anti-urban city, such as Los Angeles, whose layout is based on particular urban principles that differ from the ones that have shaped old cities. In particular, the Forum will focus on the recent history of Los Angeles, including race relations and the new geography of a potentially endless urban matrix, as well as analyzing two of the most powerful 20th Century innovations that have determined it: the motor vehicle and the media vehicle.

The Los Angeles Forum - The Ergonomic City, is the fourth in a series of conferences of the Eco-Tec International Forum, an on-going project to explore the imminent conjuncture between ecology, which determines the duration of human existence, and technology, which creates the means of human existence. The first forum, held in Corsica, France in September 1992, was centered on the potential convergence of ecological necessity and technological reality of post-industrial development. The second forum, held at Dia Center for the Arts in New York, in April 1993, was titled The Ecology of the Artificial, and was an examination of New York as the paradigm of the 20th century urban condition. The third forum, to be held again in Corsica, France, in June 1993, is centered on a series of workshops.

The discussion in Los Angeles should accomplish a dual goal, on one hand it should address issues about fast growing metropolitan areas all over the world that have been developed despite any consideration of resource limitations, growing populations and geographic distinctions, and what this implies. Secondly, "new ecologies" have been generated by the introduction of major technological innovations, which have affected both the landscape and the mindscape of our culture, and they will also be given close

scrutiny. Los Angeles, with its unique conditions of development, has produced a new type of urban terrain and a new type of inhabitant. The significance of such a change within the context of architecture and design, in particular, is the final scope of the Forum.

Suggested Topics:

Breaking all rules: reversing the processes of urban formation of Los Angeles as a city region.

- 1) City as the fusion of ecological distress and technological extension of a community under densification,
- 2) Shifting grounds, putting foundation on earthquakes epicenters.
- 3) False oasis, draining super regional basins for water.
- 4) Artificial fogs and the highways to nowhere. Los Angeles as the first anti-city and the first virtual city.
- 5) The burning fire of class relations. Los Angeles as a global city; ethnic, racial and cultural diversification and its potential.

The vanishing body of inhabitants: from production of cinema to the driver's seat.

- 1) Fiction that replaces the urban facade. Los Angeles' evolution as a city from the horizontality of Autopia to the infinity of Computopia.
- 2) Theme parks as the new virtual community. City ergonomics of perception, virtuality and reality.
- 3) Los Angeles as a morphology of media-digital-field rather than a history of real space and real experience
- 4) The designed corpse: inside the empty body. Los Angeles as mindscape.

STOREFRONT

ART AND ARCHITECTURE

97 KENMARE STREET, NEW YORK, NY, 10012, U.S.A. TEL: 212.431.5795 FAX: 212.431.5755

Sept. 23, 93

Fax: Attention Christian Hubert, Aaron Betsky
LA Forum for Architecture and Urban Design
From: Shirin Neshat
Storefront for Art & Architecture

Dear Aaron:

Hope all is well. As I explained to Julie today, we just had an ECO-TEC meeting, (everyone had been away for the summer), and began to plan for the conference in LA. We intend to prepare an updated text, and a response to what you had sent us earlier in the summer. We would like to keep a continuous dialogue with LA Forum so we can get closer to the final focus--program. We will also soon send you a proposed date for the conference and list of suggested funders. The group is very excited and is looking forward to working with all of you.

I am also writing in regard to our next issue of REPORTS which will be edited by architectural historian, Peter Lang, titled: "Ground Zero: The Mortal City". I am faxing you copy of its description. He has already invited many New York based writers and architects such as: Graham Shane, Brian McGrath, Richard Plunz, Mark Wigley, Peter Anders, Laura Kurgan, Manuel De Landa, Lebbeus Woods, Michael Sorkin, Donald Albrecht, and others. We thought it would be great to have some writers from LA, so please let us know if you could recommend any one of interest.

Sincerely,



Shirin Neshat
Co-Director

11 August, 1993

Amerigo Marras
Storefront for Art & Architecture
97 Kenmare St.
New York, NY 10012

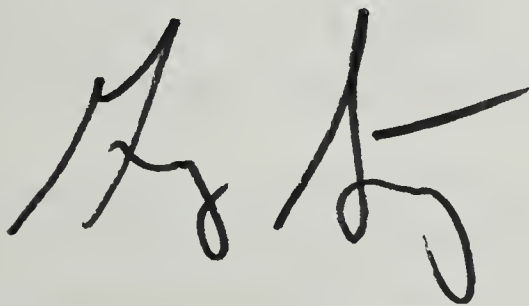
Dear Amerigo;

I spoke with you a couple of weeks ago regarding the upcoming Eco-Tec Conference in Los Angeles. I would very much like to participate in the conference, as a presenter, if possible. I am currently embarked upon a series of projects started in 1991 entitled *Infrastructure As Landscape*, which made for lively discussion at a conference recently held at the University of Virginia:

<i>Infrastructure As Landscape #1:</i>	<i>The Installation (U.C. Berkeley 1991)</i>
<i>Infrastructure As Landscape #2:</i>	<i>The Manifesto Poster (San Francisco Pacific Design Center 1991)</i>
<i>Infrastructure As Landscape #3:</i>	<i>Water Works Installation (Fort Mason , San Francisco 1992)</i>
<i>Infrastructure As Landscape #4:</i>	<i>The Paper (University of Virginia 1992)</i>
<i>Infrastructure As Landscape #5 :</i>	<i>EXIT I-80/Proposal For An Abandoned Freeway Ramp + The Paper Revised (CfCA/2AES [Center for Critical Architecture/Art & Architecture Exhibition Space,] San Francisco 1993)</i>
<i>Infrastructure As Landscape #6:</i>	<i>The Paper Revised for Publication (U.C. Berkeley Journal "Document: Rebuilding Architecture" In Progress))</i>

The enclosed paper will serve to summarize the content of the above projects. Please call @ (415)397-9190 w or (415)673-8102 h, or notify me at the address below if this work fits in with your program; and send information regarding the upcoming conference.

Sincerely,



GARY LEONARD STRANG
Architect/
Landscape Architect
28 Beideman Street
San Francisco, CA 94115

STOREFRONT

ART AND ARCHITECTURE

97 KENMARE STREET, NEW YORK, NY, 10012, U.S.A. TEL: 212.431.5795 FAX: 212.431.5755

July 15, 1993

Michael Rotondi
600 Moulton Avenue #305
Los Angeles, CA 90031

Dear Michael:


I just returned from a month in Corsica where we held our third Eco Tec conference. Our second time in Corsica was even more interesting than the first as we did a series of workshops to address real issues there. Neil was there representing Sci-Arc.

I want to get back to our spring discussion about the collaboration between Sci-Arc and Storefront to open an exhibition space in LA. I must say that I have yet figured out one element that is crucial, that is, for me to be in LA often enough to set things in motion. At this time I have no finance to travel to LA as frequently as I did during the last spring for Sci-Arc.

However, we could set off an event before a space in LA. In June we sent you a package of material in regards to an Eco-Tec in LA. We have already applied this to NEA, and have begun to work on this with Aaron and Christian. We also met with Christian and Sylvia in NY last month, and they are very excited about this.

I would like to work with you and Sci-Arc on this project. The idea is yet fully developed so Sci-Arc people can contribute and participate in major way. Our New York conference was immensely successful, and we will probably publish this with Kevin Lippert. The New York conference was also video documented. I look for the same result in LA and be done in collaboration with Sci-Arc, LA Forum and Storefront.

Neil, Aaron and Christian know about this project. You may talk to them to get some sense what should happen in LA. I think your recommendation of participants, topics and the place where this should happen would be immensely vital.

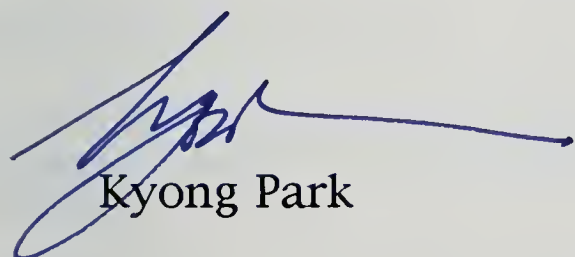


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I am also interested in the idea of working with Michael Dobry and Keith Downey to do a joint studio for a multi-media project at Sci-Arc whenever in the future. I think there is real potential to bring together video, computer, science and architecture into a fully integrated studio at Sci-Arc, a kind of special studio that exist no where else. I thought the studio should operate in teams of four people, each responsible for one media. At the end the project can be the fusion of different media, each exerting expression and design of its own, to generate a multi-media architecture; the cultural expression of our future? My only commitment so far is a residency at BANF in Canada during the next winter.

Thanks and my regards to April.

A handwritten signature in blue ink, appearing to be 'Kyong Park', with a long horizontal stroke extending to the right.

Kyong Park

LOS ANGELES FORUM FOR ARCHITECTURE AND URBAN DESIGN
835 N. KINGS ROAD - WEST HOLLYWOOD - CA 90069

20 May 1992

Shirin Neshat
Amerigo Marras
Storefront for Art + Architecture
97 Kenmare Street
New York, NY 10012

RE: ECO-TEC Los Angeles

Dear Shirin and Amerigo:

Thanks for inviting the Forum to be involved with the ECO-TEC conference to be held in Los Angeles. I have had brief conversations with Forum board members and everyone so far seems enthusiastic.

As promised, I'm sending you reference material gathered by Forum member John Freidman, who has been interested in organizing a lecture series on Ecology/Greening, etc. I realize that ECO-TECH is beyond just ecology and environmental issues, but thought that some of John's information might get you familiar with potential speakers from the L.A. area. As to the "TECH" side, Forum President Christian Hubert is well informed and connected in that world.

I have also enclosed a description of the Forum and its activities, lecture series announcements and newsletters.

Let's stay in touch. I'll be in New York sometime between June 3rd and 8th. As usual, when there I can be found via Ms. Donna Seftel (228-4188).

Sincerely, -



Julie Silliman
213-977-1771 (w)
213-954-9409 (h)

213-852-7145

CONTENTS SHEET

- I. Resumes of key personnel
 - Eco-Tec/LA organizing committee
 - Aaron Betsky
 - Ming Fung
 - Christian Hubert
 - Sylvia Lavin
 - Deborah Murphy
 - Julie Silliman
- II. Letter of Support
 - Michael Pittas, Principal, Michael Pittas Associates. A past Director of the NEA's Design Arts Program and Dean of The Otis Art Institute of the Parsons School of Design.
 - Craig Hodgetts, Principal, Hodgetts + Fung Design Associates.
 - Michael Rotondi, Director, Southern California Institute of Architecture (SCI-Arc), and Principal, Rotondi, an architecture firm.
- III. Expanded Narrative
 - includes updated History and Description of the Forum
- IV. Forum IRS letter

